Got A Friend Who Smokes? Give Her An Earful.

Why not give her this survey, and she might be eligible to receive great music offers like this one or other offers from Virginia Slims, including the latest in fashion, fun & more!

VIRGINIA SLIMS
It's a *woman* thing.

Detach & give survey to a friend who smokes.

VIRGINIA SLIMS It's a *what makes you so special* thing.

Whoever gave you this survey must think you're pretty special. She obviously thinks you're the type of woman who can't hear enough about the latest fashion, music & more. So why not tell us what makes you so special? In return, we could soon be sending you lots of great Virginia Slims offers, including the latest from **Woman Thing Music**, money-saving coupons & more. Please complete and return survey by 6/30/97. Offers limited to smokers 21 years of age or older.

Please be amused we won't sell or rent your name to any non-Philip Morris company.

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal law.

Signature X _____
(required)

Birth Date _____ / _____ / _____ Today's Date _____ / _____ / _____
(required) Month Day Year Month Day Year

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?
_____
(brand)

2. Is your regular brand...? (Check one.)
□ Regular/King Size □ 100's □ 120's

3. Is your regular brand...? (Check one.)
□ Menthol □ Non-Menthol

4. Is your regular brand...? (Check one.)
□ Lowest/Long Tar □ Ultra/Extra Low Tar
□ Light/Mild □ Medium □ Full Flavor

5. Do you usually buy it by the...? (Check one.)
□ Pack □ Carton □ Both Ways

6. How long have you smoked this brand?
□ Less than 1 year □ 1 to 2 years □ 2 to 3 years
□ 3 to 5 years □ Over 5 years

7. What, if any, was your previous brand? _____
(brand)

8. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

□ Alpine □ Camel □ Kent □ More □ True
□ Basic □ Capri □ Kool □ Newport □ Vantage
□ Benson & Hedges □ Carlton □ Marlboro □ New □ Virginia Slims
□ Best Boy □ Doral □ Merit □ Parliament □ Winston
□ Best Value □ Eve □ Misty □ Salem
□ Cambridge □ GPC □ Montclair □ Store Brand/Generic
□ Other _____ □ None
(brand)

□ Ms. □ Male
□ Mrs. □ Female
□ Mr.

Name _____

Address _____ Apt. # _____

City _____ State _____ ZIP _____

Phone Number ( ) _____

9. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? Use as many lines as you need. Write in exact number of packs for each brand below.
(Note: 1 carton = 10 packs.)

Brand Name	# of Packs

Give Us Your Sound Advice.

10. You're in the mood to dance. You call your friend to go hear:
□ Country □ Alternative
□ Big Band □ Rock & Roll

11. When you're in the mood to mellow out, you listen to:
□ Country □ Jazz
□ Alternative □ Pop

12. What makes a CD most appealing to you?
□ Good lyrics □ Good beat
□ A friend recommended it □ Other _____

13. How often do you go out to hear live bands?
□ At least once a week □ Every other week
□ Once a month □ Not very often

14. How many CDs do you buy a month?
□ 0-2 □ 3-5 □ 5 or more

FOLD, MOISTEN AND SEAL TO MAIL.

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Source: https://www.industrydocuments.ucsf.edu/docs/xnxp0003

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